

### LISTING OF CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1 – 43. (Canceled)

44 – 62. (Withdrawn)

63. (Currently Amended) A method for carrying out consumer transactions at a point-of-sale establishment, comprising the steps of:

automatically detecting, at a local wireless station affiliated with a point-of-sale system, the transient physical presence of a specific mobile wireless cellular device within proximity of the wireless station, without action by the user of the mobile wireless cellular device, by monitoring cellular radio frequencies utilized by the mobile wireless cellular device;

in response to detecting the specific wireless cellular device, automatically initiating targeted radio frequency (RF) communication from the point-of-sale system addressed to the specific detected wireless cellular device via the local wireless station;

receiving at the point-of-sale system, via the local wireless station, a user response entered at the wireless cellular device;

automatically conveying a menu of user options to the wireless cellular device via the local wireless station;

receiving and storing, at said point-of-sale system, user selections transmitted from the wireless cellular device via the local wireless station; and  
determining a point-of-sale transaction price based upon said user selections.

64. (Previously Presented) The method of claim 63, wherein said wireless cellular device comprises a cellular telephone.

65. (Previously Presented) The method of claim 63, further comprising the steps of:

sending, from said point-of-sale system, a request for point-of-sale transaction approval to a remote processing center, said point-of-sale transaction approval including said transaction price;

receiving, at said point-of-sale system, a point-of-sale transaction approval response from said remote processing center; and

displaying an indication of the point-of-sale transaction approval response on a point-of-sale terminal affiliated with said point-of-sale system.

66. (Previously Presented) The method of claim 65, wherein said remote processing center automatically deducts the transaction price from the user's account upon approval of the point-of-sale transaction.

67. (Previously Presented) The method of claim 65, wherein said remote processing center includes a user account from which a user may automatically draw funds for purchasing goods or services offered through the point-of-sale establishment.

68. (Previously Presented) The method of claim 67, further comprising the step of adding additional funds to the user account maintained at the remote processing center through a user-initiated electronic transfer.

69. (Previously Presented) The method of claim 67, wherein said remote processing center authenticates the user or wireless cellular device before approving the point-of-sale transaction.

70. (Previously Presented) The method of claim 69, wherein said remote processing center uses a mobile equipment identifier associated with the wireless cellular device in connection with authentication.

71. (Previously Presented) The method of claim 69, wherein said remote processing center uses a password entered by the user via said wireless cellular device in connection with authentication.

72. (Previously Presented) The method of claim 63, wherein said local wireless station comprises a short-range wireless transceiver covering a microcellular

region overlapping with the coverage area of a separate cellular network with which the wireless cellular device is registered.

73. (Previously Presented) The method of claim 72, wherein said local wireless station automatically detects the transient presence of said specific mobile wireless cellular device by:

monitoring one or more frequencies and/or channels utilized by a base station of the cellular network, said base station having a coverage area overlapping said microcellular region; and

detecting communications between the wireless cellular device and said base station on said frequencies and/or channels.

74. (Previously Presented) The method of claim 72, wherein said local wireless station automatically detects the transient presence of the wireless cellular device by receiving a message from said cellular network that the wireless cellular device is within or nearby said microcellular region.

75. (Previously Presented) The method of claim 72, further comprising the step of, upon detecting the wireless cellular device, transmitting a short message from the local wireless station to the wireless cellular device via said base station of the cellular network, said short message being in a standard short message format supported by said cellular network.

76. (Previously Presented) The method of claim 63, further comprising the step of, upon detecting the wireless cellular device, communicating between the local wireless station and said wireless cellular device over a frequency or channel not utilized by the cellular network within the microcellular region.

77. (Previously Presented) The method of claim 63, further comprising the step of conveying the user selections for display on a point-of-sale terminal, other than a sales terminal, to facilitate fulfillment of the user's request at the point-of-sale establishment.

78. (Previously Presented) The method of claim 63, further comprising the step of authenticating the user of the wireless cellular device at least in part by using a mobile equipment identifier associated with the wireless cellular device and conveyed to the point-of-sale system via said local wireless station.

79. (Previously Presented) The method of claim 63, further comprising the step of authenticating the user of the wireless cellular device at least in part by using a password entered by the user via the wireless cellular device and conveyed to the point-of-sale system via said local wireless station.

80. (Previously Presented) The method of claim 63, wherein said menu of user options includes a list of items selectable for purchase.

81. (Previously Presented) The method of claim 80, wherein said items selectable for purchase include a plurality of food items, said food items being physically available at the point-of-sale establishment associated with said point-of-sale terminal.

82. (Previously Presented) The method of claim 63, further comprising the step of conveying the point-of-sale transaction price and/or related transaction data to a point-of-sale terminal for display thereon.

83. (Previously Presented) The method of claim 72, wherein the transient presence of a specific mobile wireless cellular device within proximity of the local wireless station is detected by receiving notification at the wireless station from the cellular network when the mobile wireless cellular device has entered a cell serviced by the cellular network that geographically overlaps with a wireless communication region of the local wireless station.

84. (Previously Presented) The method of claim 72, further comprising the steps, prior to automatically initiating targeted radio frequency (RF) communication with the specific detected wireless cellular device via the local wireless station, of:

transmitting a validation request from the point-of-sale system to the cellular network, said validation request including a cellular telephone number of the specific mobile wireless cellular device; and

receiving, at the point-of-sale system, a response to the validation request indicating whether an account associated with the specific mobile wireless cellular device exists.

85. (Previously Presented) The method of claim 84, wherein the local wireless station does not initiate communication with the specific mobile wireless cellular device if the response to the validation request indicates the lack of an account.